

## Start Your Marketing Strategy

State Designated as Florida's Principal Provider  
of Business Assistance [§ 288.001, Fla. Stat.]



## Start your marketing **STRATEGY**

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## AGREEMENT

- TYPE YOUR QUESTIONS IN THE Q&A
- PLEASE INCLUDE:
  - WHAT TYPE OF BUSINESS ARE YOU IN ?
  - WHO IS YOUR CLIENT ?

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## 8 STEPS TO START YOUR MARKETING STRATEGY

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## #1 - WHY ?

- WHY DO YOU DO WHAT YOU DO ?
- YOU DECIDE WHERE YOUR BUSINESS IS GOING
- HAVE A PLAN



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WHY?

**BUSINESS OBJECTIVE**  
**MARKETING OBJECTIVE**

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## THE MARKETING OVERALL GAME PLAN

- REACHING PEOPLE/BUSINESS
- TURNING THEM INTO CUSTOMERS



**BUSINESS STRATEGY**

**MARKETING STRATEGY**

**TACTICAL ACTIONS**


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**# 2 - WHO ?**

- WHO ARE YOUR CLIENTS (TARGET MARKET) ?
- WHAT ARE THEIR NEEDS, PAINS, AND GAINS ?



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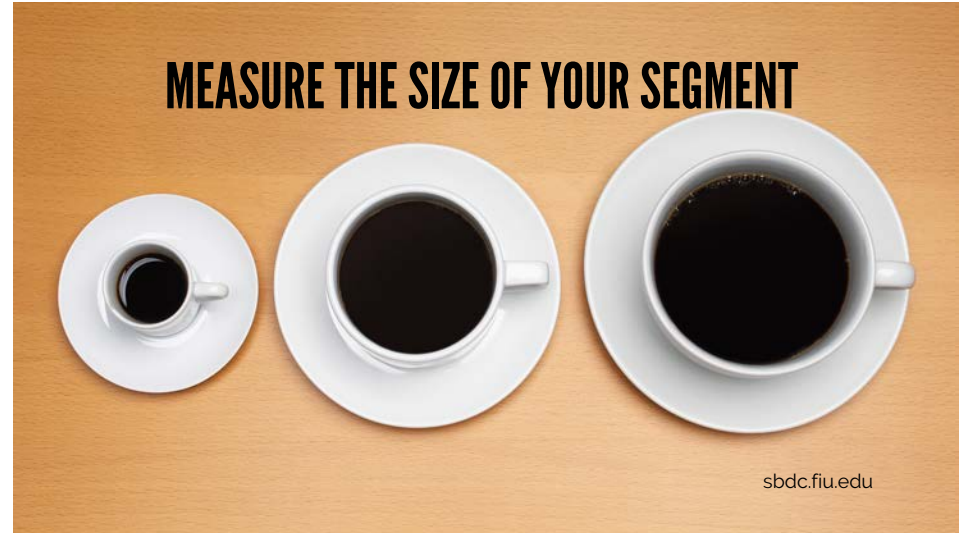




# 1. A PRODUCT OR SERVICE THAT AN AGENCY / INSTITUTION REQUIRES



## MEASURE THE SIZE OF YOUR SEGMENT



## # 3 - WHAT ?

- WHAT MAKES YOU DIFFERENT ?
- WHO ARE YOUR COMPETITORS ?
- WHAT ARE YOUR CAPABILITIES ?

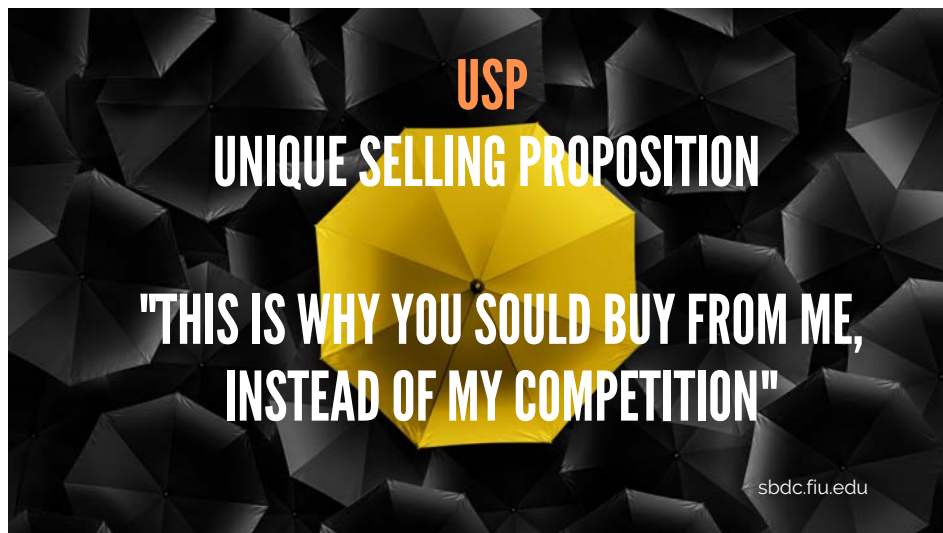


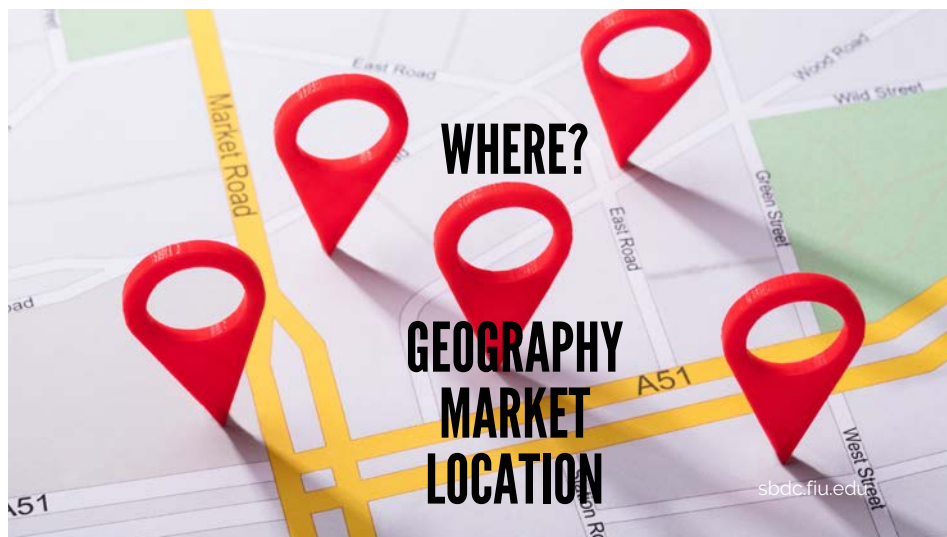
## YOUR COMPETITION

COMPETITORS  
NEW PARTICIPANTS  
SUBSTITUTE PRODUCTS









## # 5 - WHEN ?

- DO YOUR CLIENTS WANT TO BE REACHED ?



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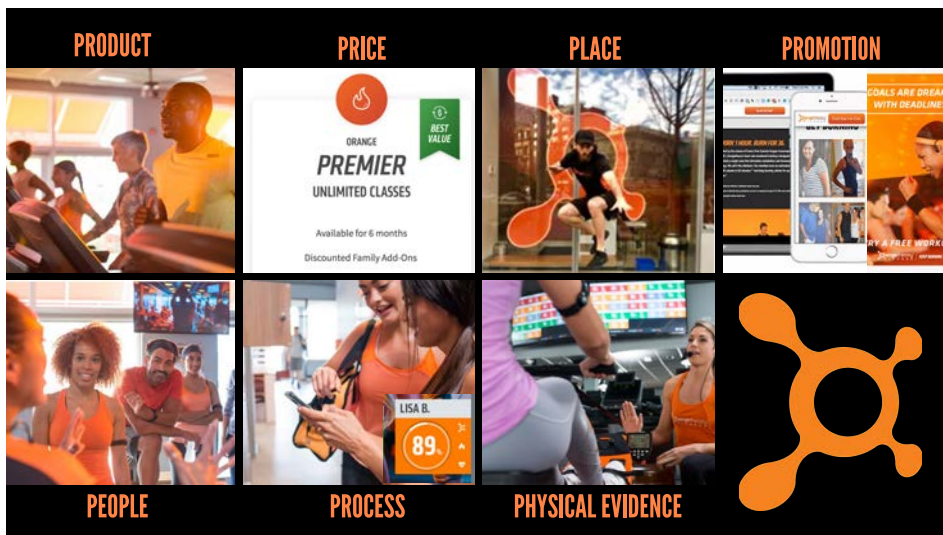
## # 6 - HOW ?

- DO YOUR CLIENTS WANT TO BE REACHED ?



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## # 8 - MEASURE YOUR SUCCESS

- HOW WILL YOU KNOW YOUR EFFORTS PAID OFF ?



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### MARKETING STRATEGY

<b>BUSINESS INFORMATION</b> COMPANY NAME PRODUCT / SERVICE PORTAL	<b>WHAT?</b> COMPETITORS CAPABILITIES USP (UNIQUE SELLING PROPOSITION)	<b>HOW?</b> CREATIVE MATERIALS MEDIA CHANNELS TIPS
<b>WHY?</b> BUSINESS OBJECTIVE MARKETING AND COMM. OBJECTIVE	<b>WHERE?</b> GEOGRAPHY MARKET LOCATION	<b>HOW MUCH?</b> BUDGET COST PER LEAD ROI
<b>WHO?</b> TARGET MARKET	<b>WHEN?</b> SEASONALITY CALENDAR TIMING	<b>KPIs</b> • SALES REVENUE • LEADS • COST PER ACQUISITION





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